



## MEMORANDUM

TO: Mayor and City Council Members

FROM: Kim Foutz, Director of Economic Development 

VIA: Tom Brymer, City Manager 

RE: Importance of Mixed Use in Area 4A - 30/60 Corridor Study

DATE: April 19, 2001

At the most recent City Council meeting, the Council discussed the 30/60 corridor study and it was staff's understanding that Council desired no commercial or apartments in Area 4A (the hotel/ conference area) thus limiting the area exclusively to office and R&D development. The following are some issues that may be relevant for consideration:

- Request for Rezoning of the Hotel/Conference Site: The current zoning of the hotel/conference center site is M-1. Therefore, a request for C-1 or C-B zoning will be required in order to proceed with the project. If Area 4A is limited to office and R&D uses, the hotel/conference center project would be inconsistent with the comprehensive plan, therefore development staff would have to make a recommendation against the rezoning.
- Build-out: If the balance of the 192 acre tract associated with the hotel/conference center is limited to office and R&D use only, approximately 135 acres of the Study Area will be reflected as "clean industrial". During the 1990's, the City experienced an average of 10 acres of industrial development per year, which is higher than previous decades and largely due to the City's influence through the subsidization of the Business Center. The build-out of the 135 acres will therefore extend much longer under an exclusive industrial/office scenario than under mixed use (35 acres per year for commercial; 21 acres per year for multi-family). A slower build-out may adversely impact the viability of Tax Increment Financing to support the hotel/conference center project.
- Support Facilities: In order to be successful and to accomplish tourism goals, conference centers need support facilities directly adjacent to them such as restaurants and shopping facilities. According to our consultants, the CVB report, and hotel operators, conference center patrons and meeting planners prefer that all support facilities be within close proximity. In addition, as referenced in the CVB report, a major tourism activity is shopping (i.e. Post Oak Mall). More retail and commercial development along the Copperfield Drive extension would provide a linkage to the

Mall and Wolf Pen Creek. Without a clear retail and commercial linkage, visitors may have a natural tendency to stay, shop, and eat primarily on University Drive.

- Availability of Commercial Tracts in the City: Based on an abbreviated review of commercially zoned or comprehensive planned tracts inside the city limits, approximately 32 small commercial sites are remaining. In addition, approximately 7 commercial sites are available which could accommodate significant commercial retail development (4 at the corners of Hwy 6 and Greens Prairie; one on Hwy 6 at Sebesta road; one at southeast corner of FM 2818 & Texas Ave; and the Gateway at University & Hwy 6-Mixed Use). Additional sites may be needed in order to accomplish Council established goals regarding retail development. Due to its access to highways and Post Oak Mall, the 30/60 corridor is one of several areas that should be considered for this type of development.